

ORDER

FIRST COAST NEWS



Orders	Order / Rev:	721183	WJXX-TV
	Alt Order #:	06367230	Jim Quinn
	Product Desc:	ROMNEY FOR PRESIDENT	
	Estimate:	19	
	Flight Dates:	10/10/12 - 10/16/12	
	Original Date / Rev:	10/09/12 / 10/10/12	
	Order Type:	Political	
Agency	Name:	American Rambler Productions/ POL	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		138 Conant Street	EOM/EOC
		Beverly, MA 01915	Agency Commission:
			15%
Advertiser	Name:	Romney/ R / President	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-Presidential	Order Separation:
	Priority:	P-3	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/16/12	98	October 2012	98	\$38,070.00	\$32,359.50	0.00
			Totals	98	\$38,070.00	\$32,359.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/15/12	10/16/12	GMJ	CM	M-F 6a-7a	MT-----	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$90.00		0.00			
E 2	WJXX	10/10/12	10/12/12	GMJ	CM	M-F 6a-7a	--WTF--	:30	3	\$90.00	P-3	0.00	NM	3	\$270.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$90.00		0.00			
E 3	WJXX	10/15/12	10/16/12	Good Morning America	CM	M-F 7a-9a	MT-----	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
				M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$110.00		0.00			
E 4	WJXX	10/10/12	10/12/12	Good Morning America	CM	M-F 7a-9a	--WTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
				M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$110.00		0.00			
E 5	WJXX	10/15/12	10/16/12	Regis & Kelly	CM	M-F 9a-10a	MT-----	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
				Regis & Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$75.00		0.00			
E 6	WJXX	10/10/12	10/12/12	Regis & Kelly	CM	M-F 9a-10a	--WTF--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
				Regis & Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$75.00		0.00			

Order / Rev: 721183
 Alt Order #: 06367230
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT WJXX-TV
 Estimate: 19

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WJXX	10/15/12	10/16/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$225.00		0.00			
E 8	WJXX	10/10/12	10/12/12	The View M-F 11a-12p View	CM	M-F 11a-12p	--WTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$225.00		0.00			
E 9	WJXX	10/15/12	10/16/12	General Hospital General Hospital	CM	.	MT-----	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$110.00		0.00			
E 10	WJXX	10/15/12	10/16/12	4-5p Anderson	CM	M-F 4-5p	MT-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$100.00		0.00			
E 11	WJXX	10/10/12	10/12/12	4-5p Anderson	CM	M-F 4-5p	--WTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$100.00		0.00			
E 12	WJXX	10/15/12	10/16/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$80.00		0.00			
E 13	WJXX	10/10/12	10/12/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	--WTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$80.00		0.00			
E 14	WJXX	10/15/12	10/16/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MT-----	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$110.00		0.00			
E 15	WJXX	10/10/12	10/12/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	--WTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$110.00		0.00			
E 16	WJXX	10/15/12	10/16/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MT-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$130.00		0.00			
E 17	WJXX	10/10/12	10/12/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	--WTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$130.00		0.00			
E 18	WJXX	10/15/12	10/16/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MT-----	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$275.00		0.00			
E 19	WJXX	10/10/12	10/12/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	--WTF--	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$275.00		0.00			
E 20	WJXX	10/15/12	10/16/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$200.00		0.00			
E 21	WJXX	10/10/12	10/12/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$200.00		0.00			

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Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT WJXX-TV
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	WJXX	10/12/12	10/12/12	Fri Prime B What Would You Do?	CM	Fri 9p-10p	-----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1				\$1,200.00		0.00			
E 36	WJXX	10/12/12	10/12/12	Fri Prime C 20/20	CM	Fri 10p-11p	-----F--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1				\$1,100.00		0.00			
E 37	WJXX	10/13/12	10/13/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:30	1	\$85.00	P-3	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$85.00		0.00			
E 38	WJXX	10/13/12	10/13/12	AfternoonCollege Football	CM	Fri,Sat-Sun 12p-8p (3:30 PM-7:00 PM)	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		2				\$800.00		0.00			
E 39	WJXX	10/13/12	10/13/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after football	CM	Sat FCN News We-	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$150.00		0.00			
E 40	WJXX	10/13/12	10/13/12	Nascar Sprint Prime Nascar Sprint Prime	CM	7p-1130p (8:00 PM-11:30 PM)	-----S-	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		2				\$1,200.00		0.00			
E 41	WJXX	10/13/12	10/13/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S-	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		2				\$225.00		0.00			
E 42	WJXX	10/14/12	10/14/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$50.00		0.00			
E 43	WJXX	10/14/12	10/14/12	First Coast News On Point First Coast News On Point	CM	First Coast News C-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$55.00		0.00			
E 44	WJXX	10/14/12	10/14/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	2	\$85.00	P-3	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$85.00		0.00			
E 45	WJXX	10/14/12	10/14/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	-----S	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$150.00		0.00			
E 46	WJXX	10/14/12	10/14/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$175.00		0.00			
E 47	WJXX	10/14/12	10/14/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$800.00		0.00			
E 48	WJXX	10/14/12	10/14/12	Sun Prime C Revenge	CM	9-10p	-----S	:30	2	\$1,050.00	P-3	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$1,050.00		0.00			
E 49	WJXX	10/14/12	10/14/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$225.00		0.00			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 49	WJXX	10/14/12	10/14/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	-----S	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 2 \$225.00 0.00															
N50	WJXX	10/14/12	10/14/12	Sun Prime B Once Upon a Time	CM	8-9p	-----S	:30	1	\$4,140.00	P-1	0.00	NM	1	\$4,140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$4,140.00 0.00															
Totals														98 \$38,070.00	